



NACE chapter websites are essential communication tools serving two main purposes – to inform and to promote. Chapter websites inform chapter members, potential members, and others interested in catering and events about local activities, the value of NACE membership, products, and services and encourage participation in the chapter.

Chapter websites are a reflection on the chapter and NACE. In order to ensure consistent messaging about NACE's mission *to advance the catering and events industry and its professionals*, your role in maintaining an accurate and user-friendly site is an important one.

Guidelines for Creating and Maintaining a Web Presence

Chapters are encouraged to create and manage their own websites independently. The following concepts are basics of website ownership and management.

1. **Domain:** In order to own and manage your own website, you must have a domain name. Domain names are used in [URLs](#) to identify particular [Web pages](#). For example, in the URL <http://www.NACE.net>, the domain name is nace.net. The domain name should include both NACE and the chapter name, for example baltimorenace.net.
2. **Hosting:** Hosting makes a website accessible on the internet by providing space on a server for the website to store its data, and by providing internet connectivity. Chapters may use paid or unpaid third-party webhosting services, provided that the service allows Chapters to own their domain names. Many chapters use the services of StarChapter. Other hosting platforms include wix.com or weebly.com
3. **Content Management System (CMS):** This is the “backend” of your website. The CMS allows you to publish, edit, and modify content. You have to have a CMS software in place to run your website. There are several chapters that use StarChapter but there are simple and low cost solutions out there. Many times, your hosting company will provide a CMS.
4. **Website management:** Chapters electing to host an individual website are expected to develop, maintain, and regularly update the sites. Out of date websites can prevent professionals from engaging in your chapter activities and reflect poorly on the organization.
5. **Webmaster role:** Designating a primary contact person responsible for maintaining the website and handling related correspondence can help with collaboration between your chapter, other chapter leaders, and NACE national. Webmasters should check in regularly with NACE headquarters to ensure new material, event information, and general updates can be added to Chapter websites in a timely manner. Any login information to hosting and domain platform should be share will all on your chapter board for successful succession of this position.

Guidelines for Chapter Website Content

Required Homepage Content

We request that every chapter website contain the following information, and this information should be easily located on the homepage and be consistently updated in a timely manner:

1. Official NACE logo or Chapter logo
2. Link to NACE home page
3. Link to the NACE membership application page
4. Link to NACE's education page

5. Link to the CPCE certification program
6. Updated contact information for:
 - a. Chapter officers (president, president-elect, past-president, secretary, treasurer)
 - b. Chapter webmaster
 - c. Other chapter leadership positions (membership liaison, conference chair, etc.)
7. A disclaimer to the effect that the specific content posted is under the control of the local chapter and is the responsibility of that chapter, not of the national organization.

Expanded Content Ideas

You may choose to include other information on your website that you deem relevant or a service to members and the event and catering community in your area. Some common uses include:

1. **Member highlights:** Share the accomplishments of individual chapter members, i.e., chapter members who will be speaking, or chapter members who have received an award related to the industry.
2. **Job postings:** You can utilize your websites for job postings for a fee or for free, for members only or open to the public. We recommend access to job openings (via the website or any other chapter communications) be exclusive to chapter members.
3. **External links:** You may want to link to other organizations and resources. You may also extend permission to others to link to chapter websites, as long as the sites you are linking contain material consistent with NACE's mission. All links should also be up-to-date and not lead to outdated pages or error messages.
4. **Social networking sites:** We encourage you to contain links to respective NACE chapter social media pages to promote discussion and engagement between chapter members.
5. **Advertising:** Your chapter may display advertising that is of interest to catering and event professionals as a revenue generating tool for the chapter. Appropriate accounting procedures and tax considerations must be in place in order to pursue advertising as an option on the website.

Reviewing & updating websites

Chapter websites may be reviewed from time to time by NACE staff or volunteers. We ask that you respond promptly to any requests to change chapter website content that does not align with the expectations outlined in these guidelines.