The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in a large, bold, black sans-serif font.

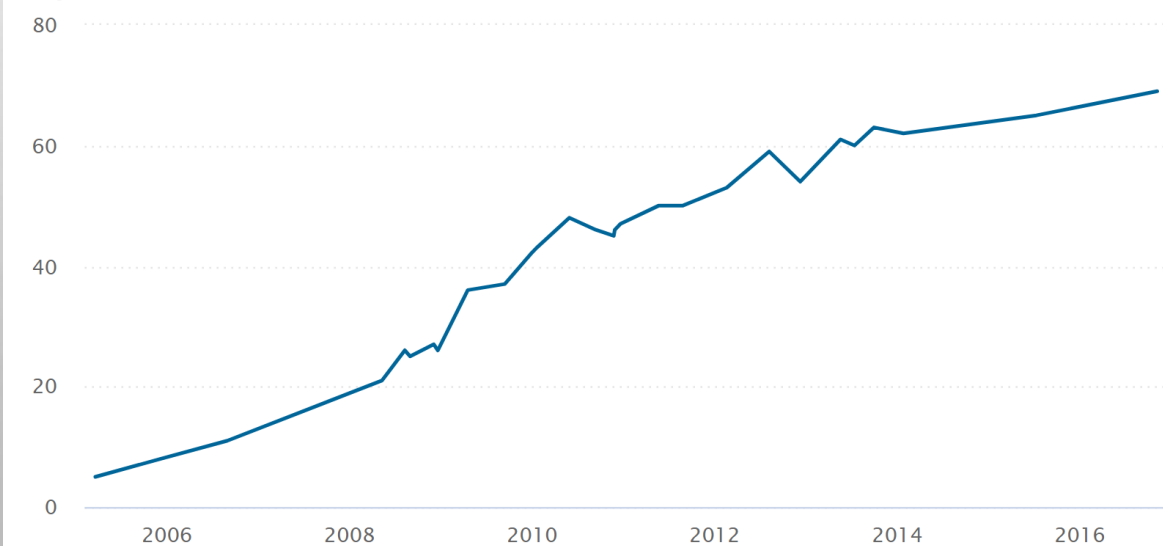
TECH CRUNCH: SOCIAL MEDIA & WEBSITES

GUIDING YOUR LMSC OR CLUB'S ONLINE PRESENCE

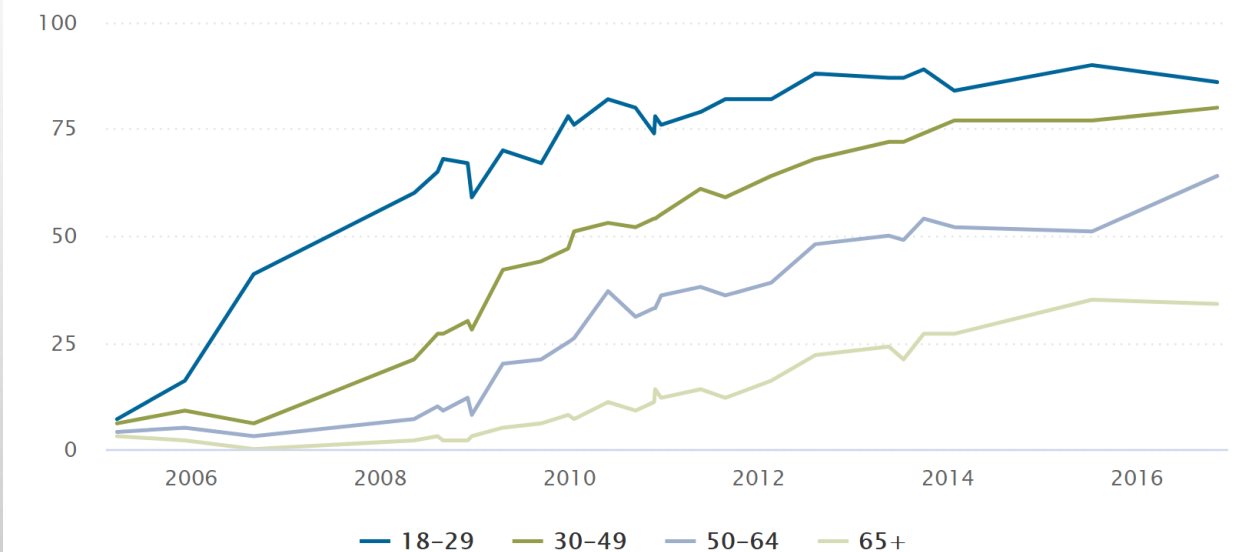
SOCIAL MEDIA FACT SHEET

- 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

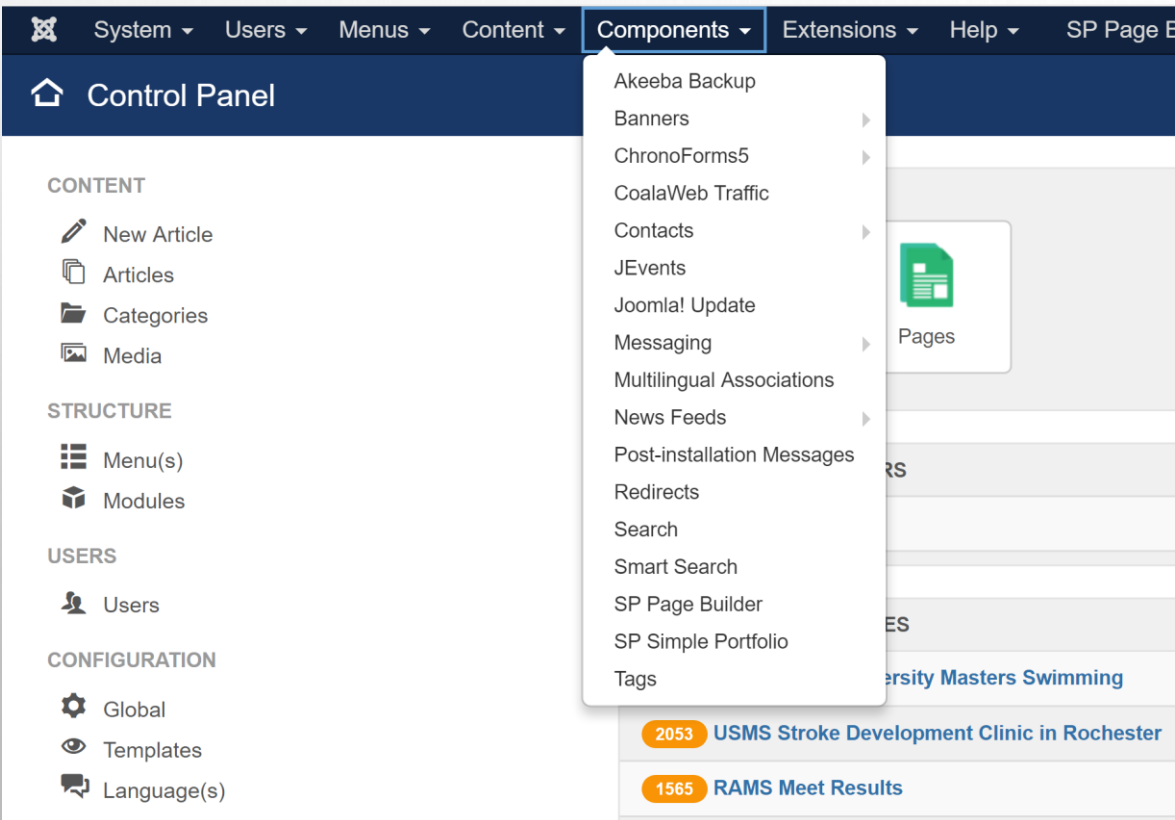
WEB DEVELOPMENT

- 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

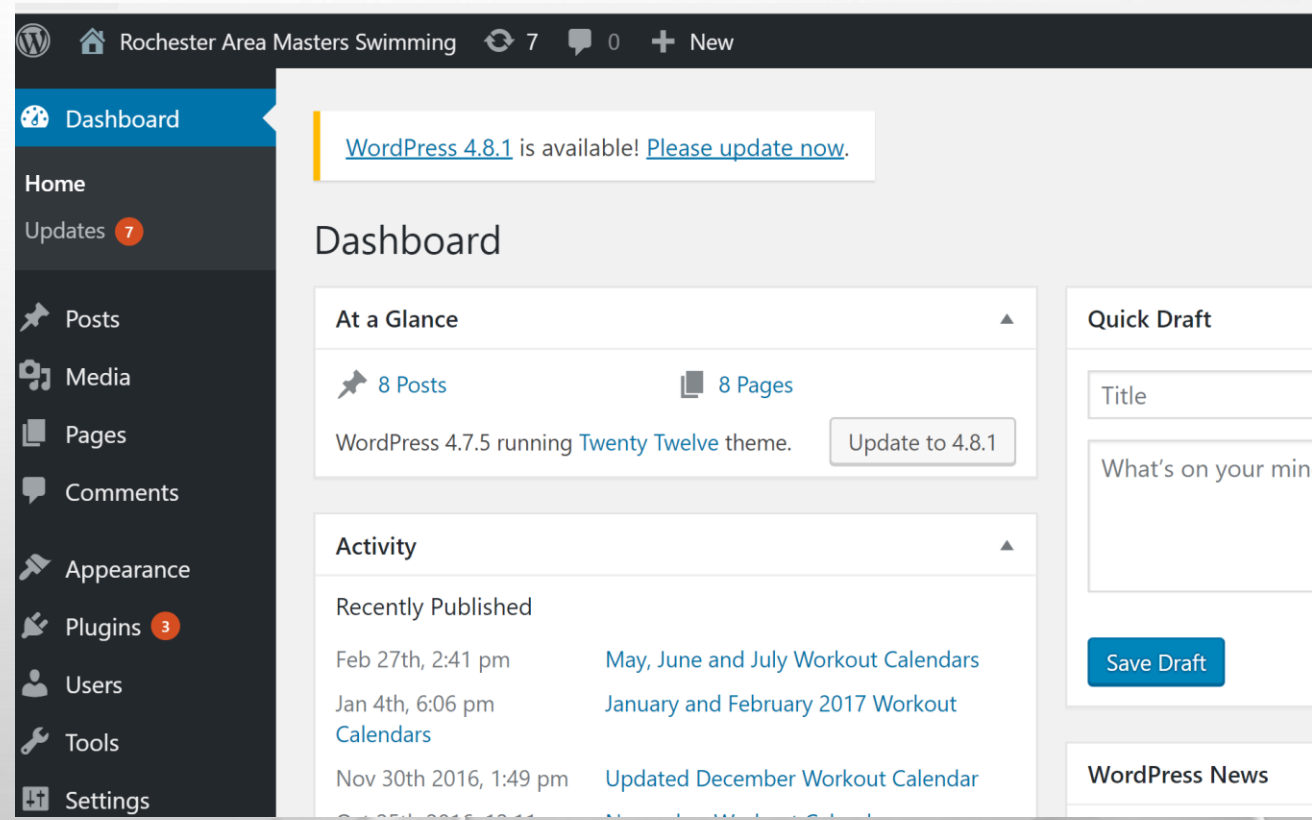
CONTENT MANAGEMENT SYSTEMS

Joomla!

WordPress





The screenshot shows the Joomla! administrator interface. At the top, there is a navigation bar with tabs for System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. The 'Components' tab is selected, and a dropdown menu is open, listing various 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. On the left side, there is a 'Control Panel' sidebar with sections for CONTENT (New Article, Articles, Categories, Media), STRUCTURE (Menu(s), Modules), USERS (Users), and CONFIGURATION (Global, Templates, Language(s)). The main content area shows a list of articles, with the first one titled 'USMS Stroke Development Clinic in Rochester' and the second 'RAMS Meet Results'.







The screenshot shows the WordPress administrator interface for 'Rochester Area Masters Swimming'. At the top, there is a navigation bar with a home icon, the site name, a refresh icon, a comment icon, and a 'New' button. The 'Dashboard' tab is selected. A notification banner at the top right says 'WordPress 4.8.1 is available! Please update now.' The main content area is titled 'Dashboard' and features an 'At a Glance' widget showing '8 Posts' and '8 Pages', and a 'WordPress 4.7.5 running Twenty Twelve theme. Update to 4.8.1' button. Below this is an 'Activity' widget showing 'Recently Published' items: 'May, June and July Workout Calendars' (Feb 27th, 2:41 pm), 'January and February 2017 Workout Calendars' (Jan 4th, 6:06 pm), and 'Updated December Workout Calendar' (Nov 30th 2016, 1:49 pm). On the right side, there is a 'Quick Draft' widget with a 'Title' field and a 'Save Draft' button, and a 'WordPress News' widget.

ARTICLE SCREEN EXAMPLE

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





















Articles: New  Help

 Save  Save & Close  Save & New  Cancel

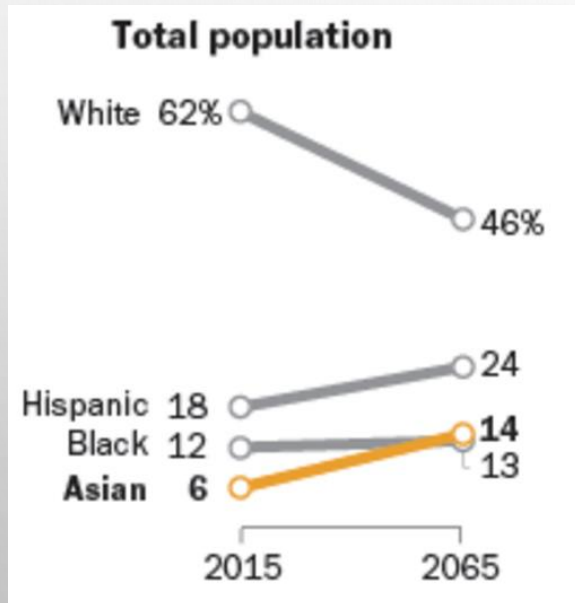
Title * Alias

Content [Images and Links](#) [Options](#) [Helix Blog Options](#) [Publishing](#) [Configure Edit Screen](#) [Permissions](#)

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

B *I* U ~~S~~  Paragraph ▾                   

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

English

English

French

German

Italian

Portuguese

Russian

Spanish



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

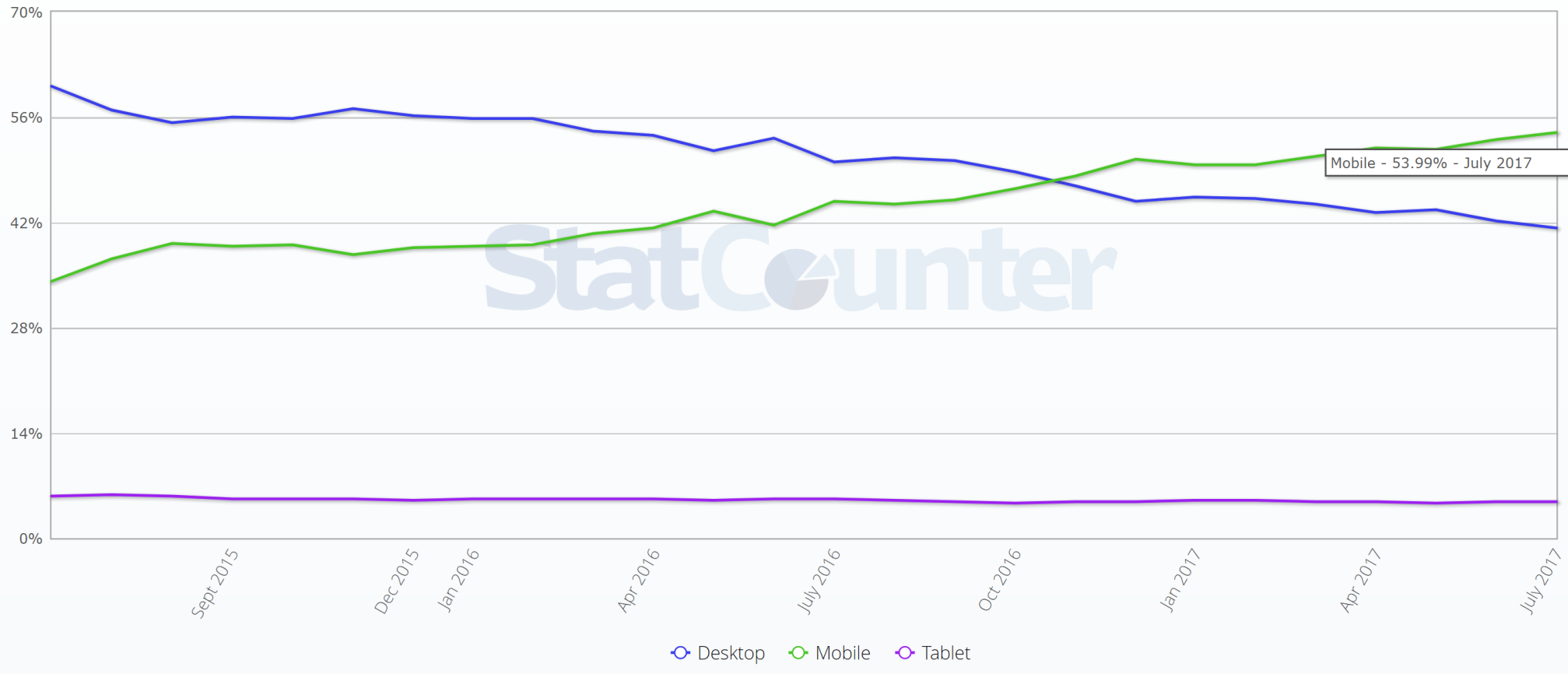
- What? A website that is easy to view on a pocket-sized computing device.
- Why? Smartphone usage has surpassed PC usage in many places.
 - 77% of mobile searches occur at home or at work (where a PC is often present!)
 - Frustrating experience will drive users away (pinch/zoom, menu selection, etc.)



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

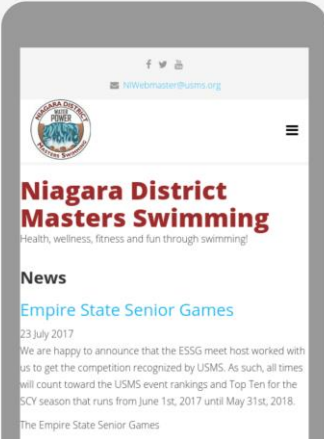
Page is mobile-friendly

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 mobile view of the Niagara District Masters Swimming website. The page features the organization's logo, a navigation menu, and a news section titled "Empire State Senior Games" dated 23 July 2017. The text of the news item mentions the ESSG meet and its recognition by USMS.

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 mobile view of the USMS website. The page is cluttered with text and images, making it difficult to read and navigate. The text "Now's the Perfect Time to Dive In!" is visible at the top, along with a "JOIN 65,000+" button. The page is marked as not mobile-friendly due to content width, text size, and viewport issues.

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