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CAUSEIS PRESENTS

Digital Academy for Associations

→ **Course: Managing your RiSE Website Content**

Digital Academy

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Welcome to the Digital Academy

- Time to focus on your Association Strategy
- Learn from other associations and your peers
- Use Member Experience techniques to shift your strategies
- Dedicated Engage iMIS courses to maximise your knowledge of iMIS.
- Consider new culture, innovation and ideas
- Tools and frameworks to help you

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About Causeis

Causeis exists to support associations.

Causeis is the complete Digital Partner for your association, and we bring a shared vision for your success.

With unmatched experience in association strategy and technology to draw on, every aspect of our service is centered around the member experience.

Partnered with global best-in-class technology, we ensure you have all bases covered with Causeis.

Recently named by ASI as the Global iMIS Partner of the Year.

iMIS Engagement Management System · higher logic · D2L DESIRE2LEARN · COMPUTER SYSTEM innovations sustainable solutions · ats

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Supported by AuSAE

The home for association professionals.
A place where you belong, connect with others, advance your career and be inspired.

www.ausae.org.au

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AuSAE
The Australasian Society of Association Executives

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Presenters & Facilitators

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Digital Consultant

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Digital Marketing Specialist

Causeis

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Maximise your Workshop Experience

Mute as required

To allow for clear audio please mute yourself when presentation sessions are in session. At times we may mute your line if you may have forgotten.

Session recording

Today’s presentations are being recorded however to maximise you're sharing and networking the breakout rooms will not.

Presentation Slides

Presentation slides and recording will be distributed on course completion.

Chat and engage

Engage your fellow peers through the breakout rooms and the Zoom chat. Share ideas, successes and learnings.

Use your camera

Especially in the breakout rooms, please don’t be shy and turn on your camera to increase your engagement.

Update your Name

So that we know who you are, and to let everyone know where you are from – lets rename ourselves to show our full name & acronym

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Managing your RiSE Website Content

- Introduction
- Preparing website content
- What is HTML CSS
- Using RiSE
- Accessibility practices
- SEO tips
- Sitemaps and shortcuts

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Preparing website content

- What is the aim of your content?
- Who is the intended audience?
- Working with copy
- Consider your layout
- Image sizing

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What is HTML & CSS

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What is

HTML

HTML is your website

- Provides the structure of the page
- Defines and contains content, including text and images
- Easy to read, self contained
- Larger and slower to load

What is

CSS

CSS is a layer on top

- Applies look and feel
- Changes the display and the design of the HTML elements
- Harder to read, needs context
- Quick to load

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Quick tour

Exploring RiSE

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Page Builder

Exploring RiSE

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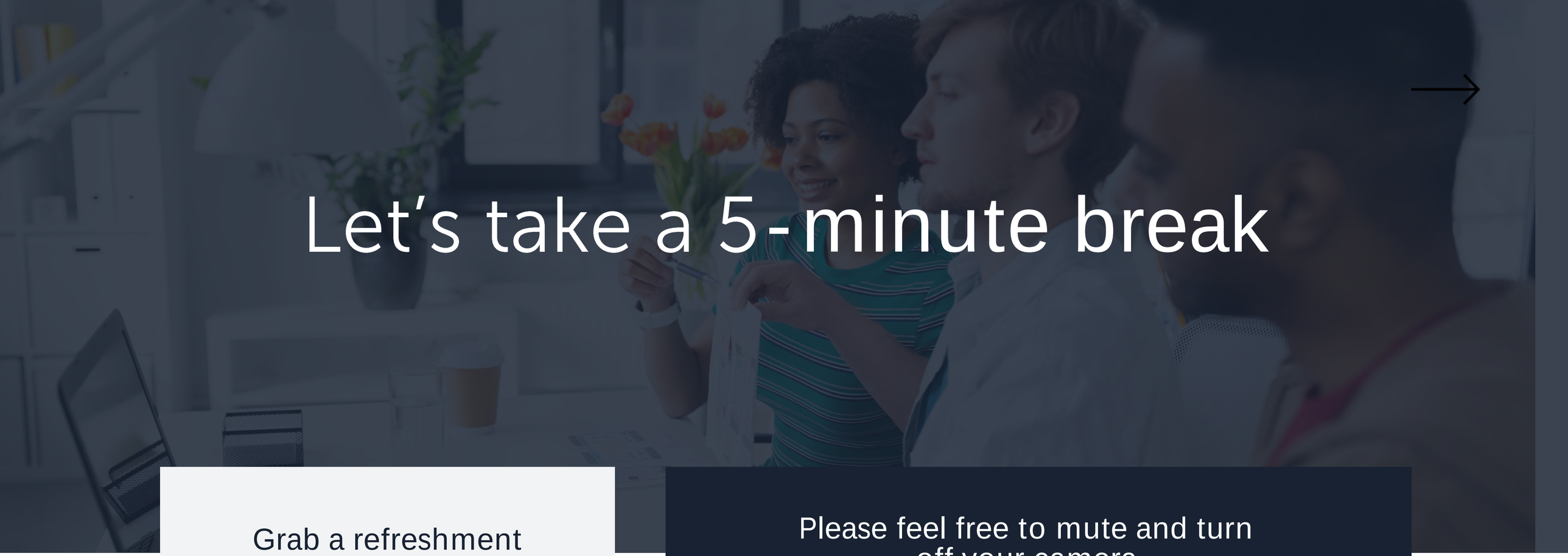

Let’s take a 5-minute break

Grab a refreshment

Please feel free to mute and turn off your camera

Don’t close the Zoom session

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Common practices for Webpage accessibility

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What is SEO?

(search engine optimization)

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Sitemaps

Exploring RiSE

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Short Cuts

Exploring RiSE

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Do you have a checklist?
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Checklist

1. Update the title and the publish file name
2. Add page headings and content
3. Update date and publish date
4. Update the description/summary
    - Adhere to the 250 character count
5. Upload a metatag image
6. Check page security

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Questions?

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Next Course:
Digital Academy

Rethinking Your Renewal Strategy & Member Experience

31st May: 10am – 3 pm AEST

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