



What does your district website say about you?

There's an old saying that still rings true: "The first impression is the strongest and longest lasting". Today your district website is often someone's first impression of you.

Take a moment to assess yours objectively. Begin by visiting at least 5 other district websites to give yourself perspective. Does your district website reflect a great district and great district leadership?

Ask yourself these ten questions

- ◆ What does the home page say about the district and you to a first-time visitor? What is the overall impression? Is it visually appealing and positive? Does it suggest dynamic leadership?
- ◆ What priorities does the home page convey? Athletics? Construction? Programs? Board members? Community connections?
- ◆ Does it offer information that is relevant and important to stakeholders and the community? If not, it implies a lack of effort to keep the public informed.
- ◆ Does it introduce members of the board, post board meeting information, and provide public access to board policies?
- ◆ Is it easy to find you? If not, visitors are sure to wonder why.
- ◆ Is your introduction notable, with a professional headshot?
- ◆ Do you present an important message? If this is missing it suggests you have nothing meaningful to say. Worse, it is a missed opportunity to introduce yourself and describe your vision.
- ◆ Is your contact information, including your email address, available? It indicates you are open and readily available to your public.
- ◆ Is the site disorganized or difficult to navigate? Visitors might assume your leadership style is incoherent as well.
- ◆ Are the postings old and irrelevant? Stale does not represent dynamic moving forward.