



ASM CHAPTER WEBSITES

Through our partnership with re:Members and memberplanet, ASM can offer a brand-aligned website that utilizes drag/drop site editing, WYSIWYG (*what you see is what you get*) text editors, and a mobile friendly design.

These Chapter sites are opt-in, meaning that ASM will not auto-enroll Chapters into this service. There is also a fee associated with using these sites. Please note that ASM employees do not maintain sites. Updating content belongs to the Chapter.

You can see more details by visiting the links below:

[re:Members Chapters Opt-In Form](#) (includes fee details)

[ASM re:Members Partnership Webpage](#) (includes details on ASM's grant for eligible Chapters)

[Chapter Site Instructions](#) (hosted by memberplanet and includes a training video and text instructions)

Templates

When enrolling, your Chapter will have the option to select either Template 1 (Dark Blue Theme) or Template 2 (Light Blue Theme). Both will have the same base functionality and navigation menu options but offer a different look/feel while still being ASM brand aligned. You can see an example of each template below.

[Template 1 – Dark Blue Theme](#)

[Template 2 – Light Blue Theme](#)

Initial Changes

Once the Chapter opts-in and a site is created, ASM will be notified and make a few initial changes on your behalf to help you get up and running. These changes include:

1. Updating the Chapter's logo in the header,
2. Redirecting various links to be Chapter-specific, and
3. Working with ASM IT to create a custom domain for the site (granting you access to an asminternational.org address).

Please allow a few business days for these changes to be implemented.

Helpful Info & Editing Hints

While most of the instructions are handled directly by re:Members/memberplanet ([see here](#)), we've compiled a few items that are either unique to ASM (certain style settings), are helpful hints beyond what is outlined in the formal training dashboard, or are departures from how certain items worked previously within the ASM Connect Chapter Sites.

ASM-Hosted Forms

There are two custom forms that ASM will maintain on behalf of the Chapter. On your site, these are located under [Our Chapter](#) > [About Us](#) and [Get Involved](#) > [With The Chapter](#). When your instance of the site is created, ASM will automatically create two forms unique to your Chapter and link them to these areas, respectively.

When a visitor submits a response using either of these forms, they default to being sent to ASM HQ (and we will forward to the current Chapter leadership on file). We can instead set these to be sent straight to the Chapter. Each form can be sent to two unique email addresses. Please [email us](#) to update where they are sent.

If desired by your Chapter, either or both forms can be deleted from your site and replaced by your own hosted forms or another process entirely.

Events

The Upcoming Events page uses a widget provided by memberplanet. This widget will automatically show your events that are inputted via the [Event Management Software](#). Note that it can **only** show events using this software. If your Chapter does not use the re:Members/memberplanet Event Management Software, then this widget cannot be used. In this case, the Chapter can delete the widget and either 1) reach out to the event provider it does use to see if HTML code can be provided to be used on the site or 2) manually input events via a content textbox. Note that ASM cannot provide assistance in retrieving code from a 3rd party.

Memberplanet does not currently support a Past Events widget that automatically displays events in the past (although one is currently in development). Right now, past events can only be manually entered using a content textbox.

Locked Content & Customizations

The Chapter has great flexibility regarding the look of its site. You can drag/drop in new site elements, delete and rearrange most existing content, directly edit most existing content to be specific to your Chapter, and add/delete new pages in the navigation menu.

However, certain content within the site is locked (i.e. not editable). Within the Chapter sites, the following is locked content:

- Master Style Editor – styles have been set to maintain a consistent brand experience across the organization. For example, when you type text into a content box, the font will automatically adjust.
- Header & Footer – a standardized header and footer has been added across all Chapter sites to create a unified look and strengthen their connection to the main organization.

HTML Code Element

There are two HTML code elements that come with your site – a feed pulling the latest discussions from your Chapter's Connect Community and ASM Industry News. Both are automatically updated based on activity from outside the site.

Please note that when editing your site, HTML code will not show until after you publish your site and then visit the published, live site. Code does not display within the editing view.

Both code elements – Connect Community Discussions and ASM Industry News – can be deleted by your Chapter if you desire to not use them.

**The ASM Industry News feed is compiled automatically and does not require any action from your Chapter; however, the Connect Community Discussions are based off activity within your Chapter’s community in Connect. Content will only show in this feed if a discussion is first posted in Connect.*

“Disappearing” Content When Editing

When editing your site, deleting one section may sometimes cause nearby content to temporarily disappear in the editor. The content has not been deleted, but instead it is a result of a display glitch. To restore the view, navigate to another page in your site, then return to the page you are editing. The “disappeared” content will display, allowing you to resume editing.

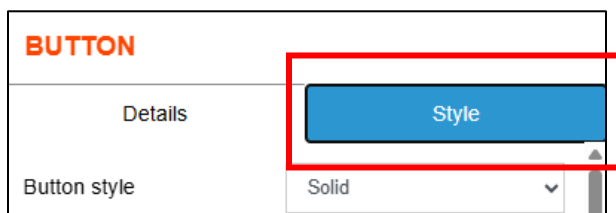
Stock Photos

When you first receive your template, it will come with some preloaded images (such as within the banner on the Home Page and on the Contact Us page). Please feel free to replace these with Chapter-specific images that better represent your local group.

Button Style

When inputting a button element, the default style will not match your template; however, a few customizations can be manually adjusted to ensure it stays on brand with your site.

After dragging/dropping a button element onto the page and then clicking the pencil icon, select the “Style” option in the menu:



For **Dark Blue Theme**, input these settings into the appropriate fields:

Field Name	Setting	Field Name, Continued	Setting
<i>Button Style</i>	Solid	<i>Italic?</i>	Unchecked
<i>Button Shape</i>	Fully curved sides	<i>Text Shadow?</i>	Unchecked
<i>Background</i>	Unicolored	<i>Border?</i>	Checked
<i>Color</i>	R = 0, G = 47, B = 108	<i>Size?</i>	2
<i>Button Size</i>	Fit to text	<i>Color</i>	R = 0, G = 47, B = 108
<i>Horizontal padding</i>	Clear field, so it’s empty	<i>Shadow?</i>	Unchecked
<i>Vertical padding</i>	Clear field, so it’s empty	<i>Text Color</i>	R = 255, G = 255, B = 255
<i>Bold?</i>	Checked	<i>Font</i>	Montserrat

For **Light Blue Theme**, input these settings into the appropriate fields:

Field Name	Setting	Field Name, Continued	Setting
<i>Button Style</i>	Solid	<i>Italic?</i>	Unchecked
<i>Button Shape</i>	Fully curved sides	<i>Text Shadow?</i>	Unchecked
<i>Background</i>	Unicolored	<i>Border?</i>	Checked
<i>Color</i>	R = 0, G = 159, B = 223	<i>Size?</i>	2
<i>Button Size</i>	Fit to text	<i>Color</i>	R = 0, G = 159, B = 223
<i>Horizontal padding</i>	Clear field, so it's empty	<i>Shadow?</i>	Unchecked
<i>Vertical padding</i>	Clear field, so it's empty	<i>Text Color</i>	R = 255, G = 255, B = 255
<i>Bold?</i>	Checked	<i>Font</i>	Arial

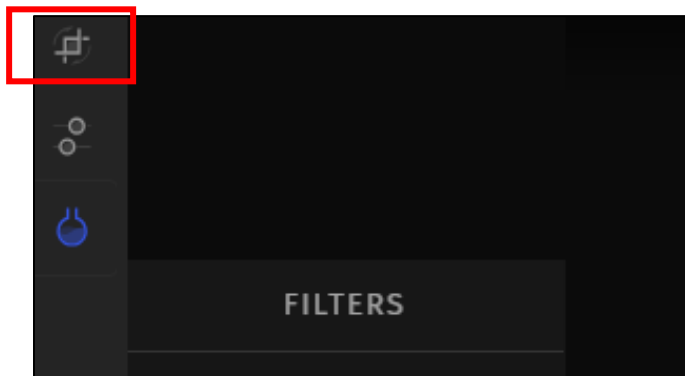
Photo Editing Within The Site (such as for Sustaining Member Logos)

Occasionally, your Chapter may find value in making images that are side by side approximately the same dimensions to help create a clean, modern feel. These sites have a built-in photo editor that can make resizing images simple.

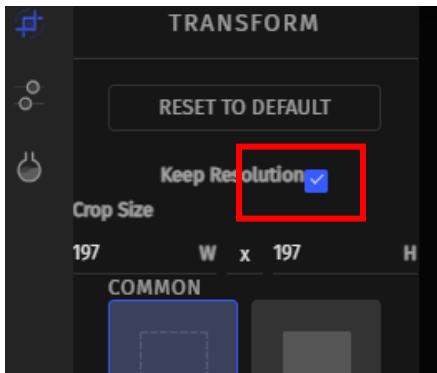
After dragging/dropping the photo element onto your webpage, inputting your photo, and then clicking the pencil icon, select the “Edit” option within the menu:



After selecting “Edit”, the main photo editor will launch. Within the photo editor, use the upper left-hand menu options to navigate to the “Transform” area of the photo editor:



Within this editor, you can resize the photo to help it match the approximate dimensions of the other photos. We recommend checking the “Keep Resolution” box to help the photo maintain a clear appearance.



Website Best Practices

Having a Chapter site can be a great way to connect with both members and nonmembers. We recommend the below practices to help maximize the value of your site.

- While this guide is intended to provide a brief overview of the Chapter Site, please be sure to review the much more detailed instructions provided by memberplanet [here](#). If you encounter any challenges with your site, please reach out to re:Members support: support@billhighway.com.
- Keeping your site continuously updated with the latest information can help members and nonmembers alike connect with you. Having an outdated site can damage the perception of the Chapter, making it more challenging for others to get involved and lead to the belief that the Chapter is not active. We recommend at least a monthly review/update of content.
- Assign one or two volunteers to update your site as their official role. This can help make clear who is responsible for content updates for the Chapter.
- If you feel that your Chapter Connect Community is underutilized by your membership, try posting a “seed” question with some planned responses posted by other officers. This can be a good way to get the conversation going and introduce your membership to ASM Connect.
- If a member posts in a community or starts a discussion, be sure to have an officer/volunteer post a response. It can often make a member feel like their message was sent “into a void” if it goes unacknowledged. This can be a shared responsibility of all the officers, or a role occupied by one or two volunteers.
- While it can be helpful to list Chapter Officers, we discourage the listing of personal emails/phone numbers. Spammers will often look up this information on your publicly available website to send unwanted messages.