



WEBSITE STRATEGY BASICS

KELLI MATTHEWS: EUGENE-LANE BRANCH

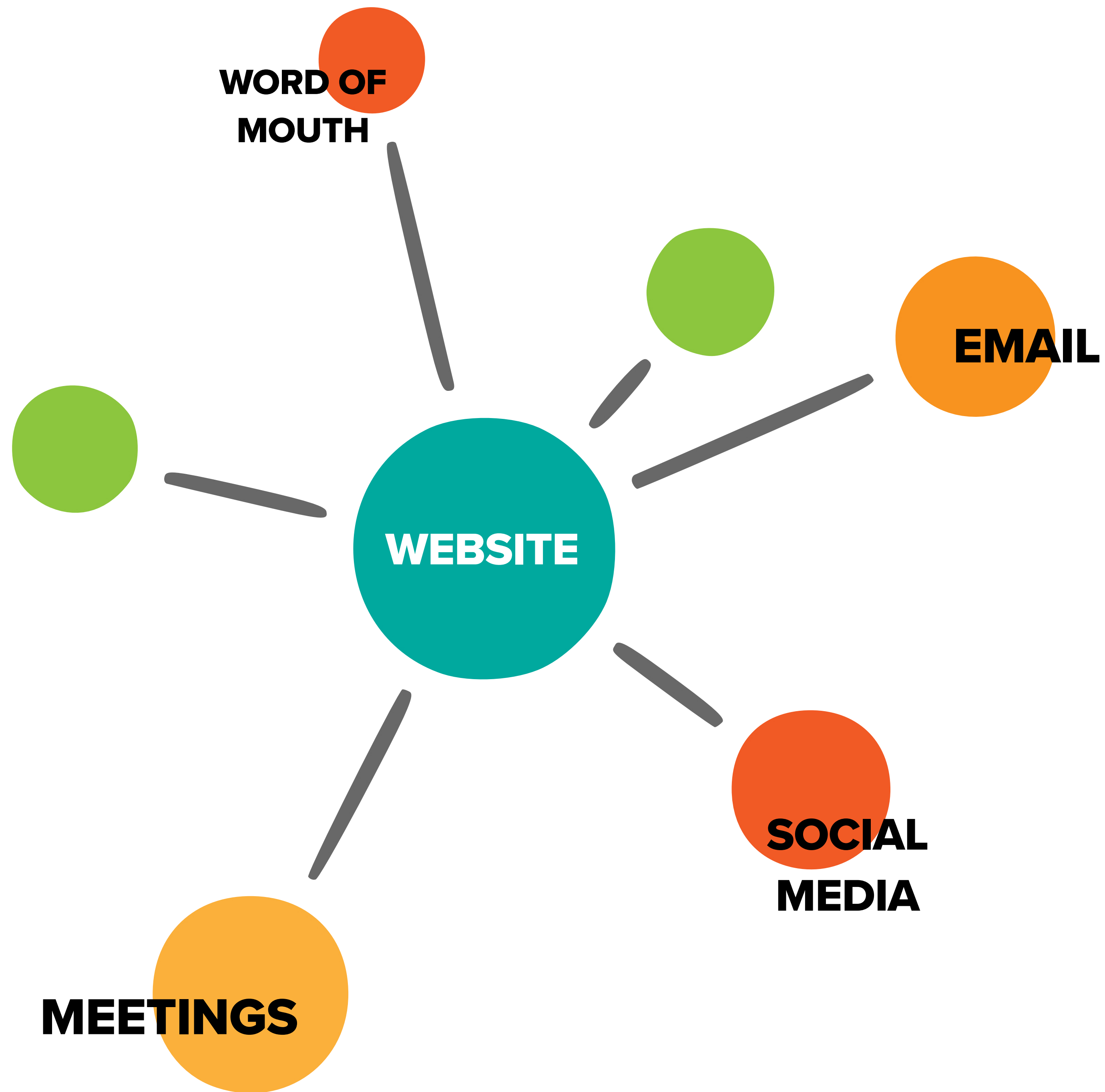
WHAT IS YOUR WHY?

- Keep members informed & connected
- Reinforce branch values and priorities
- Share AAUW info with the broader community
- Be a one-stop-shop for basic info about your branch

WHO IS YOUR WHO?

- Don't make assumptions
- Ask questions
- Look at the data





**THINK ABOUT YOUR
WEBSITE AS A HUB
FOR INFORMATION.**

**EVERYTHING POINTS
BACK TO YOUR SITE.**