

Council 28 AFSCME®

Washington Federation of State Employees

WFSE Local Website Creation



MAY 2024

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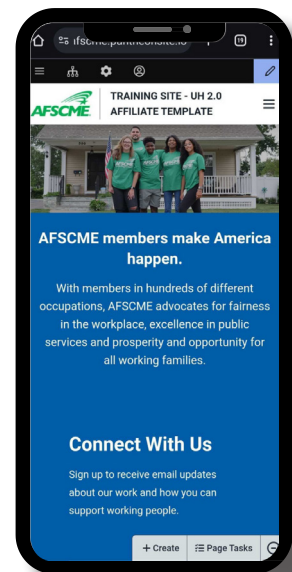
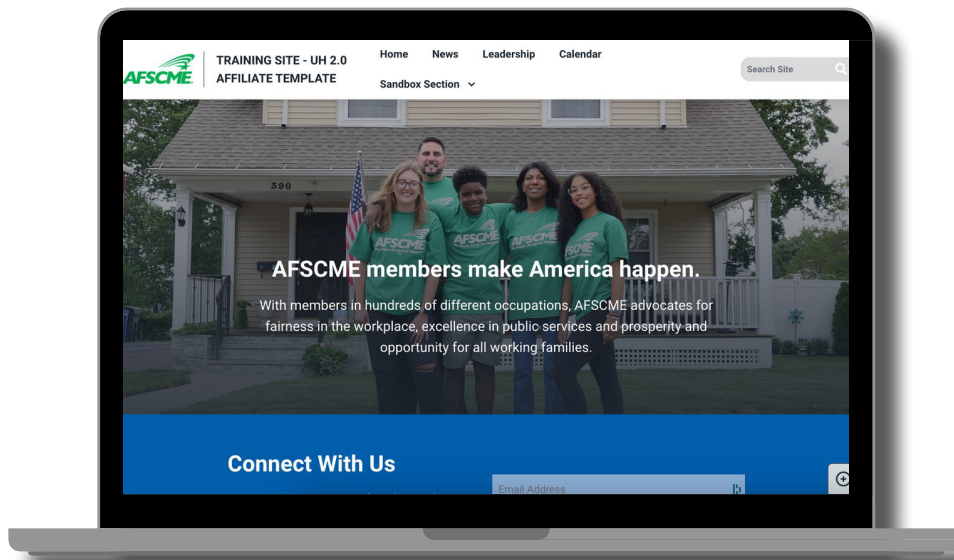


Have you completed the Branding and Logo guide yet?

Visit wfse.org/locals and complete it before starting on this guide.

Create an Official AFSCME Website

A website through AFSCME on the AFL-CIO's platform, UnionHall, is recommended.



Advantages of an AFSCME Website

- **Automated syndication:**

By default, your website will receive the latest blogs from both AFSCME international and WFSE as they are posted. Even with few updates from your local, your website will remain current and “fresh” looking. A current, updated

website tells your members that your local is active.

- **Continuity:**

Never lose login information as your local's leadership changes over the years. This has been an issue with websites created on third-party platforms. Current local leadership sometimes cannot remove or edit their local's website, which can be frustrating and confusing for members who stumble across it.

A platform for organized labor, by organized labor:

Union Hall is a web platform built by organized labor. The AFL-CIO, AFSCME and WFSE are all working to maintain Union Hall and expand its capabilities. When new features are released, they will either be automatically added to your website or you will have access to trainings and guides to show you how to use them.

- **Simple and easy to use:**

The purpose of Union Hall is to make maintaining a website simple and straightforward. You will not need to reinvent the wheel to make it your own. You can incorporate pre-made AFSCME modules into your website, such as sections for member benefits, document libraries, etc.

What You'll Need to Get Started

Before you get started, have you submitted your Local and Branding form yet? If not submit here. QR code and link.

1. Buy-in from Your Local

Creating a website for your local is a big undertaking.

We recommend creating the different items needed to fill out this form with your local's participation in a democratic way. You'll get a better result, and your members will have ownership over this key part of your local's identity.

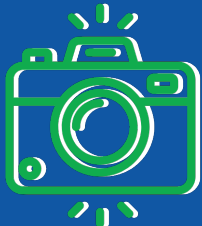
Having buy-in from the get-go will also help avoid a time-consuming edits down the line.

2. Determine Who Will Be Responsible for Keeping Your Website Up to Date

Like most of our union's undertakings, Communications is best done best as a team. Identify who from your local will have access to your website and what their roles will be. This list must be submitted with this form to give members the appropriate permissions. We do not recommend starting this process until you have 2 or 3 people who will help out.

3. A High Quality Picture for Your Website

Take or find a high quality picture to feature on your website. If you don't have one, arrange to have one taken and submit this form once you have it completed.



Tips for taking a good picture

If someone in your local has a digital camera, use that. If taking on a phone, turn the phone sideways to take the picture. Ideally, the picture will be current and features your current members. The final dimensions will be scaled to 1600px x 745 pixels. See below.

4. "Hero Image" Text

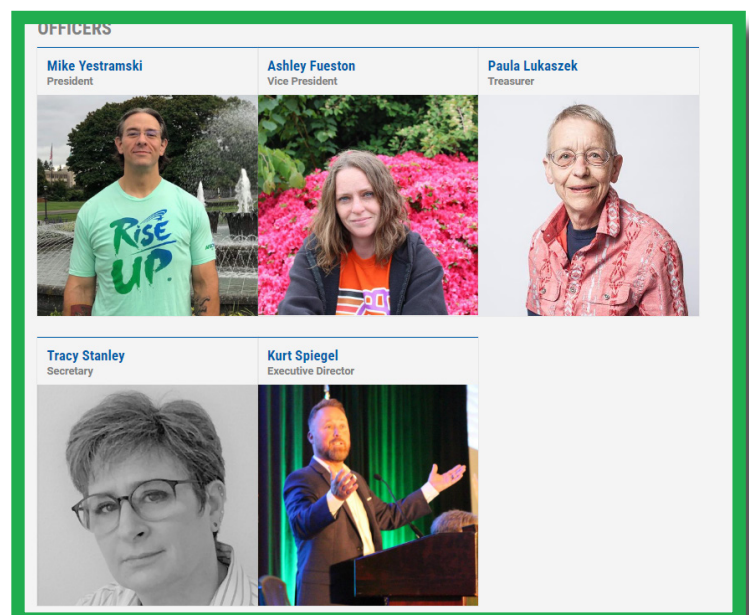
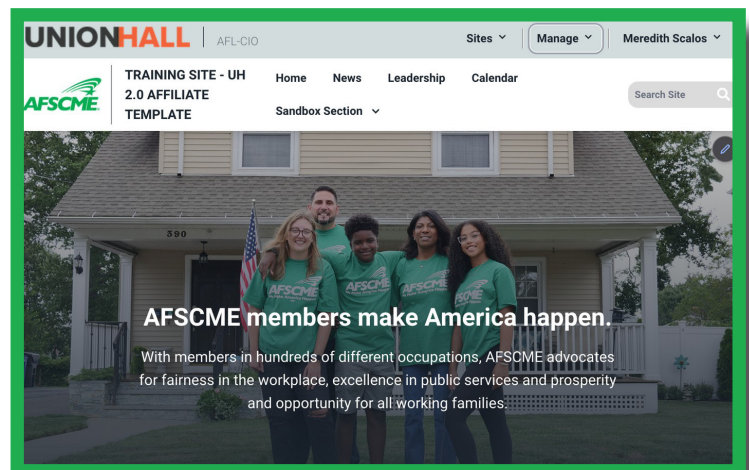
Submit a sentence describing who your local is, who you represent, where you are located, your mission, etc. This will go on your local's homepage. This can also be the tagline you created in the Local and Branding Form. If so, resubmit here.

5. Pictures and Bios of Your Officers

Submit a picture and a short bio for each officer (where they work, what their job title is, their local title, and any other information).

If you want their contact information included on the website, please include contact info for each officer.

- President
- Vice President
- Treasurer
- Secretary



6. Submit Desired Pages for Your Website

The standard pages for a Local AFSCME website are:

About Us	News	Join Us	Calendar	Take Action	Resources
Our Mission					What is a Union?
Local Leadership					Member Benefits
Contact Us					AFSCME Constitution

Is there other information do you want included on your website?

- Do you want a spot for Local Meeting Minutes?
- Do you want a PEOPLE page?
- Do you want a Who We Represent page?
- Will you be sharing documents?

AFSCME websites have file sections that make it easy for you to organize and post files in different folders. WFSE needs to create this section and syndicate it down to your local website.

Don't worry, you can add pages later. But it's a good idea to know what you want to use your website for from the start.

7. Do you want your own URL?

By default, as your website will be housed with AFSCME and WFSE, the URL will be wfse.org/[Local_Number].

Your local can also purchase a URL through WFSE, so your website URL would be www.wfselocal[number].org or similar.

URLs costs vary but range from \$20 to \$100 a year. WFSE will bill your local when the payment is due. If you'd like your own URL, submit what you would like to use in the form below.



Ready to submit your answers? [Click here or scan the QR code.](#)

Find all guides on wfse.org/locals.