



AISC Student Club Handbook

2020-2021 academic year



Smarter.
Stronger.
Steel.

AISC Student Club Handbook

Table of Contents

The Basics	3-4
What is an AISC Student Club?	3
What is the Student Steel Bridge Competition?	3
What is NASCC: The Steel Conference?	3
What is Adopt-a-School?	4
What are the benefits of forming an affiliated AISC Student Club?	4
Who can start an AISC Student Club?	4
What are AISC's expectations for the conduct of Clubs and their members?	4
Why join an AISC Student Club?	4
Steps to Start Your Club	5
Club Renewal Checklist	6
Resources	7-20
Overview	7
Presentation for School Administration	8
Funding Resources	9
Faculty Advisor Expectations	10
Sample Club Position Descriptions	11
Sample Club Constitution Template	12
Insurance Coverage	17
Financial Benefits	18
Branding Guidelines	19
Social Media	20

AISC Student Club Handbook

The Basics

What is an AISC Student Club?

AISC now offers college-level students a way to formally organize and develop a student organization that is recognized by AISC and the AISC Education Foundation. We encourage students at U.S. colleges and universities to create an affiliated AISC Student Club to access a variety of benefits. Each Student Club's structure, size, and associated activities may vary. Clubs offer steel design and/or construction students the opportunity to gather virtually or on campus to meet as a group and exchange steel-related knowledge, engage in educational activities, or to network with peers and industry representatives. Additionally, AISC Student Clubs can support a school's Student Steel Bridge Competition (SSBC) team, attend AISC's NASCC: The Steel Conference as a group, or participate in AISC's Adopt-a-School program.

What is the Student Steel Bridge Competition?

The SSBC is an annual intercollegiate student competition that challenges civil, architectural, and structural engineering students to design and create a steel bridge spanning approximately 20 feet that is able to support 2,500 pounds with minimal deflection! Participants gain experience designing and building a steel structure that meets client specifications and optimizes performance and economy. The competition supplements your education with a comprehensive, student-driven project experience from conception and design through fabrication, erection, and testing. The SSBC increases awareness of real-world engineering issues such as spatial constraints, material properties, strength, serviceability, fabrication, erection processes, safety, aesthetics, project management, and cost. Success in this competition requires application of engineering principles and theory and effective teamwork. Future engineers learn to innovate, practice professionalism, and use structural steel efficiently. Practicing engineers in both the building and bridge disciplines often describe the competition as the highlight of their undergraduate education. For more information on the SSBC, visit aisc.org/ssbc.

What is NASCC: The Steel Conference?

The Steel Conference is AISC's annual premier conference event for engineers, fabricators, detailers, general contractors, erectors, educators, and students like you to learn about structural steel design and construction, to interact with peers, and to see the latest products for steel buildings and bridges. The conference features three days packed full of technical sessions, more than 240 exhibitors, plentiful networking opportunities, and special programs specifically designed for educators and students. AISC Student Members can register to attend The Steel Conference for free, and AISC provides additional travel reimbursement and meal benefits. Students are strongly encouraged to attend! Further details can be found at aisc.org/nascc.

What is Adopt-a-School?

Adopt-a-School matches steel fabricators with college faculty and students. The program encourages long-term relationships that can improve students' learning experiences both in and out of the classroom. Opportunities include shop tours, SSBC team sponsorships, guest lecturers for Club meetings, donated sample materials, and in some cases, monetary funding for Club activities. Visit aisc.org/adoptaschool to learn more.

What are the benefits of forming an affiliated AISC Student Club?

Student groups that attain status as an affiliated AISC Student Club can use AISC's IRS Employer Identification Number (EIN) to open a bank account and operate as a tax exempt entity, are covered under AISC's insurance for club-related activities including SSBC, and will be connected to AISC's vast member network and its broad array of resources. Club members will also be the first to know about new student-oriented programs and other opportunities offered by AISC!

Who can start an AISC Student Club?

Any college or university located within the U.S. can found a Student Club. The Club must consist of undergraduate and/or graduate students enrolled at that college or university for at least one academic term during the 2020-2021 academic year. Three officers (President, Vice President and Treasurer) and a Faculty Advisor must be named and must support the Club's administrative duties, as required.

What are AISC's expectations for the conduct of Clubs and their members?

Inclusion and diversity maximize the variety and total pool of experience, ideas, creativity, and talent that can benefit any organization. We expect each Club to be inclusive and without discrimination based on race; color; religion or faith; sex; gender identity or expression; sexual orientation; age; national origin; disability status; citizenship status; socio-economic background; genetics; protected veteran status; or any other characteristic protected in accordance with applicable federal, state, and local laws.

As an extension of AISC, we expect professional conduct of Club members at all official Club activities and that reasonable precautions will be taken for the safety of the members at all such events.

Why join an AISC Student Club?

If you have a strong interest in structural steel design and construction, a Student Club is the perfect opportunity to pursue your passion. The SSBC, The Steel Conference and other organized activities like fabrication shop tours and speaker events are fun and exciting ways for students to extend classroom knowledge to practical, interactive, and in some cases, hands-on experiences. These activities grow your interpersonal and professional skills, encourage innovation, and foster meaningful relationships between students and industry professionals. Students will learn valuable insights from exposure to the structural steel industry as well as AISC resources and events.

AISC Student Club Handbook

Steps to Start Your Club

1. Recruit Members and Elect the Officers

Recruit a minimum of three people to help you get the Club up-and-running. Decide who will hold the officer positions of President, Vice President, and Treasurer. Share this guide with your fellow officers so you can work together to set up your Club.

2. Enlist a Faculty Advisor

AISC requires that each Club has a Faculty Advisor. Your ideal candidate is likely to be a member of the faculty/staff in your area of study who has a strong commitment to working with students. The Club's Faculty Advisor should review and agree to the [Faculty Advisor Expectations](#) as described in this handbook.

3. Complete the AISC Student Club Application Form

You must have three student officers, a Faculty Advisor, and a copy of the signed affiliation agreement to submit the online application form. Once your application has been approved, your Club leadership will receive a copy of the fully executed AISC Student Club contract, AISC Student Club certificate, and AISC's Certificate of Insurance for your club activities. If your Club requested financial information for tax exemption purposes, a W-9 Form showing the IRS Employer Identification Number (EIN) will also be provided.

4. Seek Club Status at Your School

Find out what requirements your school has for starting a Club. This is especially important if you want to receive school funding or resources, such as meeting space, access to facilities, and permission to hold events on campus. Your school may also require you to have a Club Constitution, additional Club leadership positions, or a presentation that articulates the benefits of having an AISC Student Club at your school. You will find examples of those three things in this handbook.

5. Conduct Club Business

Set regular meeting times and map out what you want to accomplish over the course of the year. Recruit additional members to join your Club. Organize and participate in Club activities.

6. Keep in Touch with AISC

The contact information for Club officers and Faculty Advisor must be kept current with AISC. Clubs should submit semiannual financial reports and academic-year-end activity reports as required (see [Club Renewal Checklist](#) and the sample financial report on our website). Please reach out to AISC's Programs Assistant, Sean Faron, at faron@aisc.org with any questions or concerns.

AISC Student Club Handbook

Club Renewal Checklist

Each Club must renew its status each year in order to maintain an active, AISC-recognized Student Club status. The renewal period runs from April 1 through September 30. Please refer to the following check-list to start your Club renewal.

Elect the Club Leadership for the Next Academic Year

If your school requires it, prepare for elections: inform members about available positions and request applications.

Submit an Academic-Year-End Activity Summary

All Clubs should submit an academic-year-end activity summary (see sample template on our website).

Submit Financial Reports (as required)

Clubs that use AISC's EIN or conduct fundraising using AISC's tax exempt status must submit the required semiannual financial reports (see sample template on our webpage).

Complete the AISC Student Club Application Form by September 30

Visit aisc.org/studentclubs to complete the application form for the upcoming academic year.

Submit an Updated Member Roster by November 15

Let AISC know about your Club members and ensure your active roster is current (see sample template on our website).

AISC Student Club Handbook

Resources Overview

Presentation for School Administration

AISC has created a sample presentation you can use to introduce AISC Student Clubs to school administration.

Funding Resources

Funding for your Club activities is essential. Here's where you can start.

Faculty Advisor Expectations

This document explains the role and what we expect from Faculty Advisors.

Sample Club Position Descriptions

Unsure of how to structure your Club's leadership? Use these sample descriptions as a starting point.

Sample Club Constitution Template

While a Club constitution is not required by AISC, many schools require clubs to submit an official club constitution before being approved as an official school organization. We've created an AISC Student Club Constitution template to assist you with this task.

Insurance Coverage

Affiliated AISC Student Clubs and their activities are covered under AISC's insurance policy. However, there are important documentation and reporting requirements should anything happen. Follow these instructions immediately if an incident occurs so AISC may file a claim.

Financial Benefits

AISC requires semiannual reports from Clubs that opt to use AISC's EIN. Learn about the requirements of using AISC's EIN and operating as a tax exempt entity in this section.

Branding Guidelines

Once you have attained affiliated Club status with AISC, we ask your Club to follow our branding guidelines on all external communications.

Social Media

Resources on how to best utilize social media for your Club!

AISC Student Club Handbook

Presentation for School Administration

When seeking approval from school administration to start an AISC Student Club, a PowerPoint presentation is a great way to introduce the concept and explain its benefits. We have created a presentation template for you.

The Speaker Notes cover material we think it's important for you to present, but we don't expect you to read it verbatim. Where appropriate, feel free to change the wording to better suit your Club goals and personal presentation style.

AISC Student Club

[school] club proposal



Download the full presentation template at aisc.org/studentclubs.

AISC Student Club Handbook

Funding Resources

AISC Funding

Monetary Support for NASCC: The Steel Conference and SSBC Teams

AISC provides funding to students who participate in AISC University Programs, including:

- ❑ NASCC: The Steel Conference: Each student attending the Conference and programs designated as Students Connecting with Industry Sessions (SCIS) receive up to \$175 in travel reimbursement after the Conference. Students also receive a complimentary lunch at SCIS and a free Conference Dinner ticket for attending SCIS. Club members may find it more convenient to compile expenses and request reimbursement as a group, still keeping with a maximum of \$175 per student. This allows a group of students to split travel expenses evenly, including airfare, lodging, and rental vehicles.
- ❑ SSBC: Teams that register to participate in an upcoming SSBC Regional Event will receive \$500 for their bridge project before the competition.

School Funding

Clubs are encouraged to seek funding from their college/university or department within your area of study. You may find it useful to modify our informational [PowerPoint template](#) when requesting such funds.

Club Sponsorships

In addition to the funding provided by AISC and your school, we encourage you to raise funds for your Club expenses through fundraisers and sponsorships. Clubs that receive AISC's IRS Employer Identification Number (EIN) may raise funds as a tax-exempt entity.

Local SEA Chapters

We encourage you to reach out to your [local SEA chapter](#) for additional support through their membership!

Fabricator Partnership through Adopt-a-School

The Adopt-a-School program can help your Club develop a relationship with local fabricators to give you an inside look at the industry through experiences such as tours. Others may opt to support your Club through monetary funding. Many fabricators are excited to help student groups, so it's important to maintain a strong relationship with your local fabricator and to clearly explain your needs.

AISC Student Club Handbook

Faculty Advisor Expectations

The ideal Club Faculty Advisor will likely be a member of the faculty/staff in your area of study who has a strong commitment to working with students.

Required Duties

- Verify that all Club members are students enrolled at [School] for part of or all of the 2020-2021 academic year.
- Sign off on the reports and documentation required by AISC, including academic-year-end activity summary and semiannual financial reports as required.
- Promote an inclusive, positive environment for all students participating in Club activities and ensure that learning is the desired outcome.
- Ensure all Club activities are conducted in a professional manner.
- As the Club's faculty representative, fulfill all duties required by your school.

Other Recommended Activities

- Support the Club's administrative duties and advocate on behalf of the Club, as necessary.
- Encourage students to research and plan activities on their own as much as possible in order to maximize learning and personal involvement.
- Attend outings with the Club, when possible, or send a substitute faculty member.
- Assist students in fostering relationships with industry professionals. This can include fostering introductions to local fabricators and facilitating the Adopt-a-School program and student opportunities to attend AISC seminars, networking events, and NASCC: The Steel Conference.
- Attend Club meetings, keep the Club informed about school/institutional matters, give a report during Club meetings when appropriate, respect and encourage all Club functions, and assist with risk-management decisions.
- Maintain regular contact with AISC.
- Help maintain history and continuity of the Club from year to year.
- Assist Club with election concerns.
- Recognize Club members for achievement and commitment.

If the Club Faculty Advisor is also the SSBC team advisor, please see additional expectations at aisc.org/ssbc.

AISC Student Club Handbook

Sample Club Position Descriptions

President*

- Ensure Student Club maintains active status with AISC.
- Call, preside over, and adjourn all meetings of the Club.
- Oversee all Club activities, events, and fundraisers.
- Maintain regular contact with Faculty Advisor.
- Be aware of financial matters pertaining to Club.
- Compile and submit reports as required by AISC.
- Coordinate transition of Officers for the next academic year.
- *[Insert any additional position responsibilities]*

Vice President*

- Assist the President in all Club activities and take on other duties as required.
- Plan and organize Club activities, events, and fundraisers.
- Assume the duties and responsibilities of President if s/he is unable to perform them.
- *[Insert any additional position responsibilities]*

Treasurer*

- Manage all fiscal matters related to the Club.
- Help plan and organize all Club fundraisers/sponsorship solicitations.
- Liaise with the school financial office/student government with matters pertaining to funds for the Club.
- Maintain financial records of the Club and produce them for reports to AISC, if required.
- Report to Club officers/members on status of funds at Club meetings.
- Maintain regular contact with Faculty Advisor and President regarding Club's finances.
- *[Insert any additional position responsibilities]*

Secretary

- Record minutes of all Club meetings and make the minutes available to members.
- Maintain all official Club correspondence.
- Maintain a roster of all official members.
- *[Insert any additional position responsibilities]*

Historian/Public Relations Officer

- Publicize all Club activities.
- Attend all Club activities and document events.
- Maintain any media that is shared on the Club's website, Facebook, Instagram, etc.
- *[Insert any additional position responsibilities]*

*positions required by AISC

AISC Student Club Handbook

Sample Club Constitution Template

Article I.

Name

1. The name of the club shall be [Name of University/College] [AISC Student Club], hereinafter "Club."

Article II.

Authority

1. The Club is considered an independent entity functioning under the guidance of the American Institute of Steel Construction (AISC) and the AISC Education Foundation.

Article III.

Purpose

Preamble to the Charter of the [Name of University/College] AISC Student Club: A group of undergraduate and/or graduate students who convene to exchange steel-related knowledge, engage in educational activities, or to network with peers and industry representatives.

Article IV.

Membership

1. Membership in The Club will be equally available to all undergraduate and graduate students enrolled at [School name] for at least one academic term during the 2020-2021 academic year. There may not be any discrimination based on race; color; religion or faith; sex; gender identity or expression; sexual orientation; age; national origin; disability status; citizenship status; socio-economic background; genetics; protected veteran status; or any other characteristic protected in accordance with applicable federal, state, and local laws.

2. The Club will have a minimum of three members.

3. The Club will have a Faculty Advisor to provide guidance and general oversight of the Club's activities. The Advisor will also liaise with school administration when necessary.

4. Membership Requirements. The responsibilities of Club members include:

4.1. Regularly attend Club meetings and participate in Club activities and events.

4.2. Act in accordance with the school's Student Code of Conduct.

4.3. [Insert any additional requirements such as meeting attendance, serving on a committee, participating in activities, donation of time, etc.]

Article V.

Officers

1. The officers of the Club shall be [titles of officers, such as President, Vice President, Treasurer, Secretary and Committee Leads.] The officers will form the Executive Board.

2. The Executive Board shall comprise the elected officers of the Club and shall meet on a regular basis to finalize agenda items, prepare reports, and collaborate on the business of the Club.

3. These officers shall perform the duties prescribed by this Constitution and by the parliamentary authority adopted by the Club.

3.1. President:

- Ensure active Student Club status is maintained with AISC.
- Call, preside over and adjourn all meetings of the Club.
- Oversee all Club activities, events, and fundraisers.
- Maintain regular contact with Faculty Advisor.
- Be aware of financial matters pertaining to Club.
- Compile and submit reports as required by AISC.
- Coordinate transition of Officers for the next academic year.
- *[Insert any additional position responsibilities]*

3.2. Vice President:

- Assume the duties & responsibilities of President if s/he is unable to do so.
- Plan and organize the Club activities, events and fundraisers.
- Assist the President in all Club activities and take on other duties, as required.
- *[Insert any additional position responsibilities]*

3.3. Treasurer:

- Manage all fiscal matters related to the Club.
- Help plan and organize all Club fundraisers/sponsorship solicitations.
- Liaise with the school financial office/student government with matters pertaining to funds for the Club.
- Maintain financial records of the Club, and produce them for reports to AISC, as required.
- Report to Club officers/members on status of funds at Club meetings.
- Maintain regular contact with Faculty Advisor and President regarding Club's finances.
- *[Insert any additional position responsibilities]*

3.4. Secretary:

- Record minutes of all Club meetings and make the minutes available to members.
- Maintain all official Club correspondence.
- Maintain a roster of all official members.

- *[Insert any additional position responsibilities]*

3.5. Historian/Public Relations Officer:

- Publicize all Club activities.
- Attend all Club activities and document events.
- Maintain any media that is shared on the Club's website, Facebook, Instagram, etc.
- *[Insert any additional position responsibilities]*

4. Qualifications: All officers must be students currently enrolled in good standing at [School name]. Good standing is determined as [Insert school's/Club requirements for being in good standing].

5. Election: Officers are elected for the following (academic) year by a simple majority vote of the members present during - or by the time of - the last Club meeting during the current year.

5.1. Officer terms will last for one academic year.

5.2. In the event of a tied vote, [define the procedure your Club will follow in the event of a tie.]

6. Removal From Office: Any officer who does not act in accordance with the Club expectations or does not meet or fulfill the standards or duties established for the office he/she holds may be removed from office by a majority vote by the membership. In the event of a tied vote, [define the procedure your Club will follow in the event of a tie.]

Article VI.

Faculty Advisor

1. A full-time [school name or chapter name] employee or faculty member shall serve as the Faculty Advisor for the Club.

2. The Faculty Advisor for the Club is

[Name of Faculty Advisor]

[Faculty Advisor Phone number]

[Faculty Advisor Email address]

3. Term: The Faculty Advisor shall serve a minimum term of one full (academic) year. There is no term limit.

4. Duties: The Faculty Advisor's duties include:

- Verify that all Club members are students enrolled at [School] for part of or all of the 2020-2021 academic year.
- Promote an inclusive, positive environment for all students participating in Club activities and ensure that learning is the desired outcome.

- Sign-off on the reports and documentation required by AISC, including academic-year-end activity summary and semiannual financial reports, as required.
- Fulfill all duties as the Club's faculty representative as required by [School].
- *[Insert any additional position responsibilities]*

Article VIII.

Quorum and Voting

1. AISC encourages the Club to make decisions on Club activities as a group through inclusive and open discussion. If voting needs to take place, each member is entitled to one vote. Voting by proxy shall not be permitted. Decisions determined to require a vote shall be by majority vote of members present. In the event of a tied vote, [define the procedure your Club will follow in the event of a tie.]
2. A quorum shall constitute a minimum of 50% of the membership in attendance at a scheduled meeting. The process for general decision-making, including the expenditure of funds, shall be a simple majority of a quorum unless otherwise specified in this Constitution.
3. The Executive Board may, with a majority vote, authorize expenditures of up to \$ [insert maximum dollar amount].00 for routine operational expenses.
4. Changes to this Constitution require quorum and a 2/3 vote to pass.
5. The Faculty Advisor does not have voting rights.

Article IX.

Amendments

1. Amendments to these bylaws consistent with the Club constitution may be adopted at any meeting of the Club in which a quorum is present, provided that a statement setting forth the substance of such proposed action is included in the notice of the meeting and made accessible to the full membership once adopted.
2. Any active member may propose an amendment to the Club's Constitution in order to ensure that the Club is administered properly.
3. At the final meeting of the academic year, proposals will be read aloud and all active members present will vote on the proposal.
4. A 2/3 majority vote of a quorum of all active members is required to approve an amendment.
5. *[Insert any additional requirements that your school may require]*

Article X.

Club Requirements

Club shall adhere to the requirements as prescribed in the AISC Student Clubs, LLC Club Affiliation Agreement and the AISC Student Club Handbook, including but not limited to the following:

- promoting club inclusion and diversity
- submitting annual activity reports and semiannual financial reports, as required
- following IRS requirements when operating as a tax exempt entity under AISC's status, as applicable
- reporting insurance incidents
- properly using AISC's Intellectual Property
- adhering to AISC's branding guidelines and social media recommendations

This constitution is adopted by the [School] AISC Student Club on [insert date] for the [insert school year dates.]

Club President

Name (print) _____

Signature _____

Date _____

Faculty Advisor

Name (print) _____

Signature _____

Date _____

AISC Student Club Handbook

Insurance Coverage

When engaged in official Club activities, Club members are covered under AISC's insurance policy. At AISC, safety is paramount in all of our initiatives. Clubs are expected to follow this practice and take every precaution to ensure Club members are safe while engaging in Club activities. However, accidental instances of property damage, personal injury or loss may occur during official Club activities. AISC Student Clubs, LLC provides General Liability coverage to its affiliated AISC Student Clubs. Any losses or injuries should be reported to AISC Student Clubs, LLC immediately.

Report an Incident

If an incident occurs during an official Club activity, Club members present must take the following steps immediately:

1. Secure the personal safety of all involved. If someone is seriously hurt, call 911.
2. Document the incident:
 - a. Gather the contact information for all persons involved.
 - b. Take photos of any damage to personal or private property as well as any injuries.
 - c. Write up a brief description of the events that occurred, including the date and time of the incident.
3. Send the documentation as detailed above to the following parties at AISC:
 - a. Mike Mospan, Director of Finance & Accounting (mospan@aisc.org)
 - b. Wendy Jimenez, Senior Staff Accountant (jimenez@aisc.org)
 - c. cc: Maria Mnookin, Education Program Manager (mnookin@aisc.org)

AISC Student Club Handbook

Financial Benefits

Use of AISC's EIN

As an official AISC Student Club, your organization may use AISC's IRS Employer Identification Number (EIN) and W-9 as needed. You may find this useful when opening a Club bank account or registering with a vendor.

If your Club chooses to use AISC's EIN, you must submit financial reports to AISC twice per year to verify that the Club has followed the terms of the Agreement. This report will consist of a listing of all funds raised and expenses incurred and should be supported by your bank statements as well as receipts for all expenses over \$100 during the reporting period.

The reporting periods are as follows:

- Activity from January 1 - June 30: Report due on or before August 1 (current year)
- Activity from July 1 - December 31: Report due on or before February 1 (following year)

Tax Exempt Status

Another financial benefit to your Club is that you may operate as a tax exempt entity. This means that donations to your Club are tax-deductible as allowed by the IRS for your donors. Tax-exempt status may open up opportunities for additional funding that may not be available to taxable entities. Please note that if you choose to fundraise using AISC's tax exempt status, semiannual financial reports are required as described above. Additionally, Clubs may not use tax-exempt funds raised for political contributions.

AISC Student Club Handbook

Branding Guidelines

AISC has been in existence since 1921 and has a long-standing reputation of excellence, ethics, and professionalism. Your official AISC Student Club and its members are considered part of AISC, and as such, are expected to uphold our reputation through your Club's interactions with others, both in verbal and written form.

Proper terminology, correct grammar, and appropriate logo usage are essential components of effective communication. We encourage you to follow the guidelines below on all external communications. Together, through consistent usage and branding, we can communicate a unified message.

AISC Student Club Logo

Upon approval of your AISC Student Club, you will receive an AISC Student Club logo for your use. If you plan to advertise the companies that sponsor your Club, you may use the AISC logo that is available for download [here](#). Other than resizing, neither of these logos may be altered in any way.

Style Guide

When talking about AISC on any official material, we recommend (but don't require) that you follow the approved AISC Student Club style. Here are the basic guidelines:

- Refer to the organization as a whole on first reference as the *American Institute of Steel Construction* and *AISC* thereafter.
- The standard fonts for printed AISC Student Club documents is Avenir. Avenir is available in GSuite platforms. If you do not have access to Avenir, we recommend a basic sans serif font such as Helvetica or Arial.

Please refer to aisc.org/ssbc for information pertaining to SSBC and related logo usage and style.

AISC Student Club Handbook

Social Media

Official AISC Student Clubs Hashtag

The official AISC Student Clubs hashtag is [#AISCStudentClubs](#). Be sure to follow the hashtag to see what other Clubs are up to! AISC will post your tagged pictures to the [@AISC Instagram feed](#).

Club Social Media

Social media has been proven to be an efficient tool for Clubs to communicate with fellow officers, publicize events, send out alerts for meetings, or organize activity calendars. With proper use of sites like Facebook, Twitter, Instagram, Pinterest, and YouTube, your Club will organize work, communicate efficiently, build visibility, and collaborate with the community. However, social media can also be damaging for your Club if not used properly. We've outlined some tips to ensure your success!

Private Groups

Creating a private group (such as a Facebook group) can help you advertise Club events, promote Club goals, and build camaraderie among members.

Public Pages

Public pages on platforms such as Facebook, Instagram, and Twitter are fantastic ways to build a presence online and recruit new members. However, if these are not managed correctly and updated regularly, it can reflect poorly on your Club. Be sure you have the time and resources, such as a dedicated social media officer, to maintain a public group before creating one.

Suggested items that should go on a Public Page:

- Your Club's logo
- Explanation of your Club's goals or mission
- Information on Club's schedule of meetings and events
- Short descriptions, images, and/or videos of Club activities
- Contact information for Club officers
- Information about how interested members can join your Club