SMPTO Webmaster Duties

**Summer**

* Review/scrub website and all pages for previous year information, updating all dates to new school year if known – TBD at the beginning of the year OK, just remember to go back and update
* Create fall fundraiser page, or use previous years’ with updates to dates start and end
* If new Board members have not been updated after elections, or new chairpersons identified, ensure they and their contact information is updated
* Identify how/when/who can help with updating Teacher Top 5 and Wish Lists as needed.

**Monthly – Prior to meeting**

* Ensure that previous month minutes are posted by the current month general meeting – ok to put (PENDING) next to them after post
* Update front page to current month events
* Ensure all events have a Facebook link or a Time to Sign up link anywhere on the site that makes sense (specific pages, front page news)
* Update front page news and/or photos if available

**Monthly – After meeting**

* Update meeting minutes to no longer be (PENDING)
* Update website with any new dates or information confirmed at the general session
* A few times a year, send a note to Communications (Social Media) coordinator with a link to sign up to the newsletters – can generate a form within GoDaddy
* Update photos & event information on website (as needed)

**Newsletter Creation**

* Once or twice a month as needed, include current and upcoming events
* Opportunity to plug any Time to Sign Up sheets and Facebook events
* Don’t forget Spirit Gear
* Change pictures if you have new ones
* These are FINE to schedule in advance, in fact, schedule all the year’s PTO Meeting Reminders that you can and they will send out on their own. Just remember to update Facebook links.

**Infrequent Duties**

* Work with Treasurer when time comes to re-up the website and all the GoDaddy bells and whistles (security certificates, addresses etc)
* Work with Treasurer on creating Square Donate buttons if needed for future years and webpages
* Work with Spirit Gear coordinator (or do it yourself if comfortable) to update online store with any new gear photos, inventory, etc. See Sarah Faller Bowermaster.
* Update the forwarding addresses for new members to the Board
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