

Sample Website Strategy Questions

You may want to utilize this list of strategic questions as you look at developing or updating your chapter website.

1. What do we currently have that we would like to keep?
2. What don’t we have that we would like to add?
3. Is the diversity of our chapter, potential members, and community represented on our website? How do we increase it?
4. Are our chapter members and potential members showcased on the website? Are they having fun, learning, and engaging?
5. Do we have social media?
   1. No?
      1. How do we start a chapter social media page?
      2. Who will be responsible for maintaining it?
      3. What information would we include there?
      4. How do we tie it into the website?
   2. Yes?
      1. How do we tie it back to the website?
      2. Is it being effectively used?
      3. Is the content relevant and recent?
6. How do we engage our chapter members? Potential members?
7. How do we engage our board and committee members through the website?
8. How do we ensure our content is recent, relevant, and engaging?