

New Local Unit Webpages Resource Guide

2019-20

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New Local Unit Websites Resource Guide

The Texas Retired Teachers Association (TRTA) is moving local unit webpages to the primary TRTA site. Previously, these pages have been located on localunits.org. Now, they will be located on trta.org. This change will occur in July.

The TRTA state office will administrate the new pages. However, the local unit content managers will submit the content of the pages.

The pages will include the following:

- The name of the local unit.
- Photos of the local unit.
- A description of the local unit.
- A calendar of the local meetings.
- A contact us link.
- A Paypal link. (Requires local set up.)
- A link to the local's Facebook page. (Where applicable.)

There will be an option to stay with the current localunits.org site that you manage. If you choose this option, your page will link to the localunits.org page.

It will be critical for you to complete the Google Form that will be sent out in May! The form will gather the necessary information to build each page.

What is the reason for this change?

The reason to change to the trta.org is to help improve the visibility of the local pages. The goal is to promote the locals as much as possible. Going to trta.org has a variety of benefits including:

- Better visibility on search engines.
- More consistency across the local pages.
- Easier work load for local content managers.
- A regular schedule of updates.

How will update requests be managed?

The updates for the new local pages will be made at the 1st of each month. You will be able to request changes via another Google Form. This is a new program, so we're going to monitor how often and the method for updates as we learn more.

What will the page form look like?

The form will request the following:

- A text space for your local's description / message.

- A photo upload. (You will need to upload in the .jpg format, and it will need to be 1 MB or less. You will need to title the form in the following format, "LOCAL NAME: PHOTO." As an example, "AUSTIN RTA: PHOTO.")
- A membership form. (This will need to be in PDF format, and it will need to be 1 MB or less. You will need to title the form in the following format, "LOCAL NAME: MEMBERSHIP." As an example, "AUSTIN RTA: MEMBERSHIP.")
- A link to the local's Facebook page. (When applicable.)
- A link to the local's PayPal page. (When applicable.)

How do I choose to keep my current local unit webpage instead?

You may indicate this on the form that will be sent out in May.

So what forms will be available? And what does each one do?

There will be a form to:

- 1) Add information to your local page. (Sent out in May)
- 2) Request minor updates throughout the year to your local page.

These forms will be located at trta.org/localpages.