



# ZETA TAU ALPHA

## Website Setup Guide

To edit your website, you must be an administrator in your chapter's GINsystem. Login to your site and choose "Manage External Website" from the Administrator menu.

**Ready to Set up your Website?** These quick steps will get you on your way. You'll also find these steps on the landing page of your site the first time you login to your site's editing console. After your initial login you can return to this page at any time by selecting "Website Training" in the top right corner of your site.



## Chapter Website Setup Checklist

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### Step 1: Choose your Design

**Choose >Switch Design< from the editing menu**

You can select a new chapter website design at any time and change designs as often as you like from the Switch Design screen. When a new design is selected, all content, photos, and officer information updates for you. You may notice that some images need to be re-cropped to best fit your chosen sites' template.

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### Step 2: Update your Welcome Message

**Choose >Welcome Message< from the editing menu**

Your chapter website has a pre populated welcome message that Zeta Tau Alpha has provided. We encourage you to personalize this message for your chapter—it's likely the first thing a visitor to your site will read.

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### Step 3: Add Photos

**Choose >Upload Photos< from any Photo Menu**

We encourage you to personalize your site with homepage photos, interior page slideshow photos, and homepage slideshow photos (depending on the layout of your chosen design). Your site editor includes a photo editor that makes it easy to update images as they are uploaded. You can crop your images or add filters, frames and stickers in your site.

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### Step 4: Scrapbook Albums

**Choose >Photos< from the editing menu**

Your site supports an unlimited number of scrapbook albums. Visit the Photos page to create a new album then add photos for chapter events, new member activities, alumnae events, and more.

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### Step 5: Add Social Media Links

**Choose >Follow Our Chapter< from the editing menu**

Your site is designed to show frequently used social media icon links on your homepage. Simply enter your chapter's social media addresses/handles on the "Follow our Chapter" screen. If your chapter does not use one of the listed options, that section blank and no icon will appear.

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### Step 6: Select Chapter News or Twitter Feed

**Choose >Chapter News< from the editing menu**

Your site is designed to display your chapter's Twitter feed on the homepage. Simply select this option, or if your chapter does not use Twitter, you can choose the "Chapter News" option and manually enter news information. The Chapter News section will require updates while the Twitter feed will stream automatically.

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### Step 7: Update your Site Footer

**Choose >Footer Information< from the editing menu**

Your website footer includes a mailing and email address for your chapter. If you choose not to enter the information, your website will resize automatically to accommodate the space.

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### Step 8: Add officers to the Officers Page

**Choose >Officers< from the editing menu**

Your site includes an officer page for chapter officer bios. You can choose between 3 different layouts for this page, and officer bios have both preset officer details and an unlimited number of customizable fields available. This is a great place to use officer headshots!

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### Step 9: Update the Contact Page

**Choose >Contact< from the editing menu**

Your contact page is the place to list contact details for potential members, parents, and others who may wish to get in touch with your chapter or national organization. Simply enter your preferred contact details and save your changes.

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### Step 10: Add Music

**Choose >Music Player< from the editing menu**

Add music links directly from your personal library or from Sound Cloud to play while visitors are viewing your website.

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### Step 11: Add Pages

**Choose >Add Page< from the editing menu**

Your site includes a site map developed for chapters by Zeta Tau Alpha International Office. Your chapter can personalize your site with additional pages and subheadings. If the chapter is hosting an event or has a program you'd like to highlight, it's easy to create a page with that's unique to your chapter.

*In your website editor, you will notice that some pages have partially or fully locked content. A partially locked page includes some content that must be updated by Zeta Tau Alpha and some space for chapter updates. A fully locked page must be updated by Zeta Tau Alpha and cannot be edited by your chapter.*

Questions? Call us at 888-GIN-SYSTEM (446-7978) or email [ZTA@GINsystem.com](mailto:ZTA@GINsystem.com).